

Think FremontCalifornia

South Fremont/Warm Springs Strategy

Fremont, in its ideal Silicon Valley location, is the 4th largest city in the Bay Area and 15th largest in California. Home to a vast industrial area that sits on the edge of arguably the most innovative region in the world, Fremont is poised to become a vital zone for 21st century American industrial production. The opportunity is here and the time is now.

CITY OVERVIEW

- Well-located in the south eastern region of the Bay Area, south of Oakland & San Francisco and north of San Jose
- Boasts some of the best performing public schools in the state and is located near many centers of higher education and research institutions
- Easy access to 3 international airports, interstate highways, ports, rail lines and Bay Area Rapid Transit (BART)

DEMOGRAPHICS

- Population of 214,089 residents and 71,004 households
- Diverse and well educated with 49% of adults holding a Bachelors, Graduate or Professional degree
- Average household income of \$123,000 and home price of \$654,700

BUSINESS/INDUSTRY PROFILE

- Known as the Bay Area capital for tech manufacturing
- Home to growing cluster of 30 clean tech companies such as Tesla Motors, Solaria and Greenvolts
- Other major companies include: Lam Research, Boston Scientific, Seagate, Western Digital, and Thermo Fisher Scientific
- Growing industries and employment sectors include:
 - Electric Vehicle Industry
 - High-Tech and Information Technology
 - Clean and Green Technology
 - Biotechnology and Life Sciences
 - Logistics, Warehousing, Goods Movement
 - Medical
- Voted 2nd Most Inventive City in America by The Daily Beast/Newsweek with over 2200 patents awarded in 2010
- Received over \$1 billion of venture capital in recent years and recognized in Silicon Valley's top five for patent awards
- 40 million square feet of industrial space; 63% of all R&D in the East Bay Area



Warm Springs BART Station Rendering



► OPPORTUNITY

The City was awarded a \$333,000 U.S. Economic Development Administration (EDA) grant following the New United Motor Manufacturing, Inc. (NUMMI) closure in April of 2010 to fund a Jobs Recovery Strategy which included “reuse and revitalization” of the 850 acre area in South Fremont/Warm Springs. These studies will be completed in early 2012.

This area is critically important to the City and the region and represents a unique convergence of forces. The closure of the NUMMI plant has created the opportunity for electric car manufacturer, Tesla Motors, to stay in Northern California, and just south of the study area is the former Solyndra manufacturing plant, which now presents the opportunity for a new user to take over this state-of-the-art facility. There is also an abundance of industrial space and vacant land, including 160 acres recently purchased by Union Pacific Railroad (UPRR) that is currently on the market. In late 2015, a new BART station will open within walking distance of Tesla Motors and the vacant UPRR property. The City and the region are heavily invested in ensuring the area is developed strategically and takes advantage of the huge public support and regional access provided by the new BART station.



- The BART system serves the San Francisco Bay Area
- There are currently 111 miles of track linking five counties and 44 stations (including the end of the line station in central Fremont)
- BART expansion is in progress with two future stations planned in Fremont – Warm Springs (opening 2015) and Irvington (opening TBD)
- By 2018 an additional 10 mile southern extension is planned from Warm Springs to San Jose which will provide access to the South Fremont/Warm Springs area from both the north and south
- Other than Fremont, most existing and future station areas on the “BART to San Jose” line are more oriented to housing than to job centers

JOBS/EMPLOYMENT

Fremont is expected to grow significantly with a 48% increase in demand for jobs by 2035. Its future growth will be focused near transit in four Priority Development Areas in an effort to reduce automobile dependence and bring together a mix of uses to develop a more sustainable, strategically urban, modern city. Fremont is uniquely positioned to accommodate jobs growth for the Silicon Valley and the Bay Area region. This in an opportune time to ensure the infrastructure and public transportation connections are in place to meet this regional need.

Jobs Distribution: Region, Alameda County, Fremont

Area	2010 Jobs	2035 Jobs	2010-2035 Growth Rate
Region	3,271,300	4,493,300	37%
Alameda County	675,591	925,449	37%
Fremont	86,839	128,484	48%

► SOUTH FREMONT/WARM SPRINGS STRATEGY

EMPLOYMENT FOCUSED TRANSIT ORIENTED DEVELOPMENT (TOD)

The EDA funding includes a Land Use Alternatives Study and provides three alternatives for consideration. The concepts are generally intended to address minor, moderate and potentially higher levels of intensity of uses, and include a focus on opportunity sites in the study area. All three alternatives concentrate on creating high wage, skilled jobs and promoting innovative technology uses and transit oriented development.

- Total number of jobs projected: 9,700 - 12,300
- Total number of residential units proposed: 0 - 3,900

Each of the alternatives is grounded in baseline analysis, stakeholder interviews, community workshops, and an Expert Panel. The panel was comprised of members from industry, the development community, academia, and government, including Ro Khanna, former Deputy Assistant Secretary for Domestic Operations, International Trade Division, at the U.S. Department of Commerce.

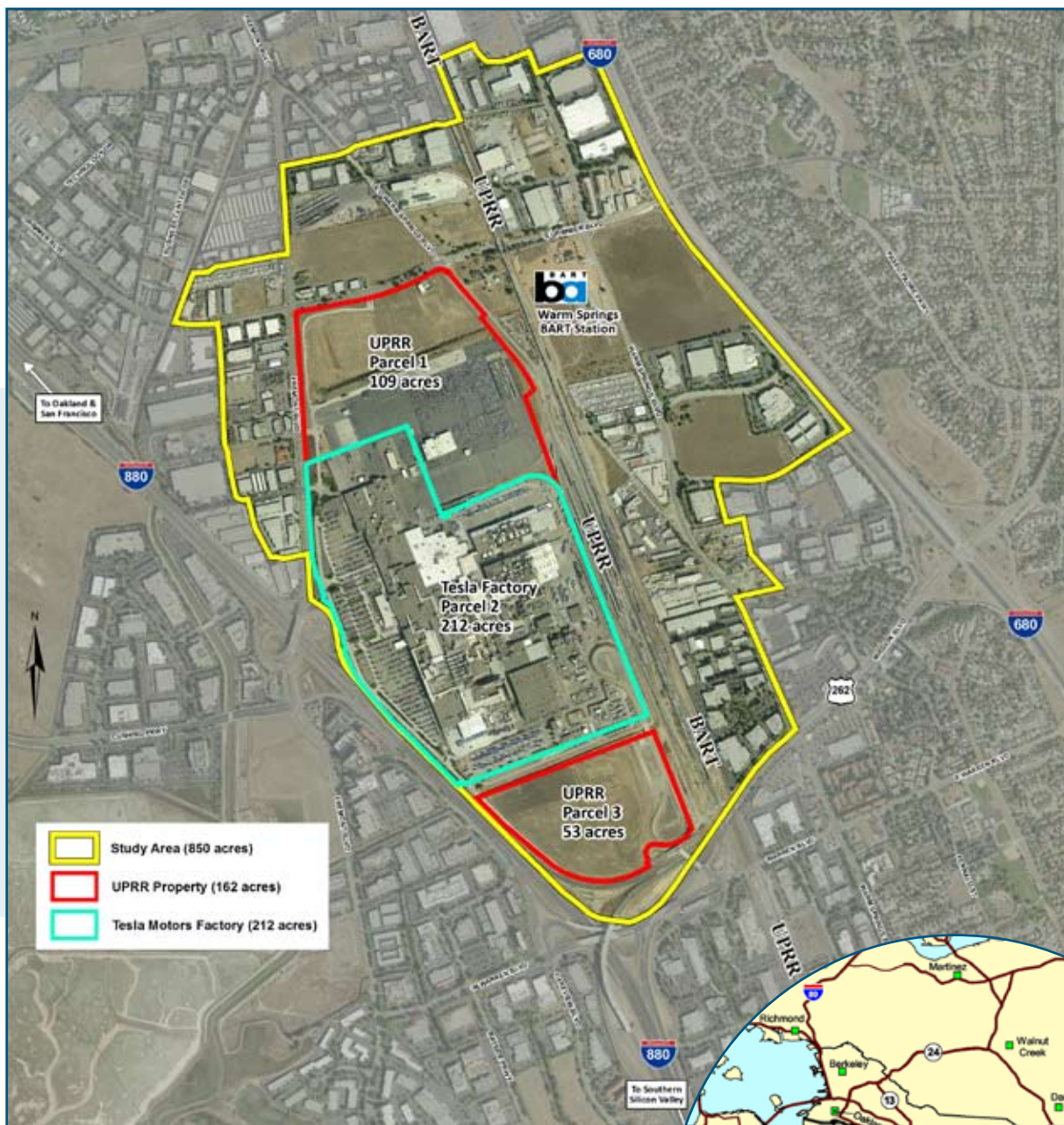


Think Fremont

NEXT STEPS

- Seek opportunities to develop the necessary infrastructure for innovative R&D and office uses to spur development and capture new opportunities as the economy and real estate market improve
- Promote and assist establishment of foreign trade zones for firms located within the area
- Leverage the presence of Tesla as a showcase for innovative manufacturing to attract other similar businesses to Fremont and to the United States
- Pursue opportunities to create high-paying jobs including electric vehicles, green technology, manufacturing, and professional sectors
- Cluster employment uses close to the Warm Springs BART station and leverage this TOD as the only Silicon Valley station currently connected to a major employment center





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